

Strategi Pemasaran Tembakau pada PT Gading Mas Indonesia Teguh Kabupaten Jember (*Marketing Strategy of Tobacco in PT Gading Mas Indonesia Teguh Jember Regency*)

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ABSTRACT

Tobacco exporter company is business that has good future prospects. This causing competition occurs on tobacco business getting tougher, because many tobacco companies in Jember regency. So that the necessary marketing strategies to survive amid competition. The purpose of this research was to determine the right strategy to market tobacco and defend company life PT. Gading Mas Indonesia Teguh amid increasingly fierce competition. The analytical method used in this research is SWOT analysis, and continued by using Quantitative Strategies Planning Matrix (QSPM) to determine strategic priorities of alternative strategies that resulted from the SWOT analysis. Based on calculations IFAS with a score of 2.809, and EFAS with a score of 2.465, placing the company in 5 cell in the matrix IE, which is in the position of growth and stability. Based on the SWOT analysis there are five strategies, namely: (1) cost advantage with increased production capacity, (2) maintaining quality product in make containment and customer loyalty, (3) do instruction and braid good conection with supplier/ farmers, (4) a pricing strategy by offering lower prices, (5) using modern technology.

Keyword: *Marketing Strategy, SWOT, QSPM, Tobacco*